

**DOCKET NO.:** EWAL-0002  
**Application No.:** 10/672,133  
**Office Action Dated:** April 6, 2009

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:  
**Stephen A. Ewald** Confirmation No.: **6111**  
Application No.: **10/672,133** Group Art Unit: **3625**  
Filing Date: **September 26, 2003** Examiner: **Mark A. Fadok**  
For: **System and Method For Purchasing Linked With Broadcast Media**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**SUPPLEMENTAL REPLY PURSUANT TO 37 CFR § 1.111**

In response to the notice of Non-Responsive Amendment dated **April 6, 2009** (the “OA”), reconsideration is respectfully requested in view of the amendments and/or remarks as indicated below:

- Amendments to the Specification** begin on page \_\_\_\_\_ of this paper.
- Amendments to the Claims** are reflected in the listing of the claims which begins on page 2 of this paper.
- Amendments to the Drawings** begin on page \_\_\_\_\_ of this paper and include an attached replacement sheet.
- Remarks** begin on page 6 of this paper.